Promotion of jute Goods exports

2239. SHRI M. A. BABY;
SHRI E. BALANANDAN;

WiH the Minister of TEXTILES be pleased to state;

(a) whether Government are aware of the feeling of jute growers and jute goods exporters that Government are indifferent to promote jute goods exports despite the rising demand in the world market; and

(b) if so, what measures are being taken by Jute Manufactures Development Council and the trade wings of Indian Embassies to convince the consumers in foreign countries?

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI G. VENKAT SWAMY); (a) and (b) Government have taken a number of measures to increase exports of Jute and jute goods including inter-alia participating in international fairs organising luyers-Sellers. meets, commissioning of market studies, liising with importers and end users, serving trade and industry with commercial intelligence and publicity campaigns, funding R andD activities to develop a new range of diversified jute products to suit consumer preferences, linking of DGS&D orders for supply of jute bags with export obligation, External Market Assistance Schemes, Loss Sharing Scheme on participation in global tenders etc.

Plans for improving jute exports

2240. SHRI RAMACHANDRAN PILLAI: Will the Minister of TEX TILES he pleliased to state:

(a) what are the plans to improve the export of jute goods as the world market has shown a favourable turn;

(b) whether Government are planning for dlialogue with the jute industry; and

(c) if so, details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI G. VENKAT SWAMY): (a) to (c) Government have taken a number of measures to increase exports of jute and jute goods including, inter-alia, participating in international fairs, organising, buyers '—sellers' meets, commissioning of market studies liasing with import ers and end users, serving trade and industry with commercial initelligen. ee and publicity campaigns, funding R&D activities to develop a new rangte of diversified jute products to suit consumer preferences, linking of DGS&D orders for supply of jute bags with export obligation, External Market Assistance Scheme, Loss Sharing Scheme on participation in global tenders etc.

Representatives of industry are included in various fora and their views are taken into consideration while formulating the measures for promoting the export of jute goods.

Revised package for sick NTC Mills

2241. SHRI RAMDAS AGARWAL: Will the Minister of TEXTILES be pleased to state:

(a) what are the details of the scheme for modernisation of 79 mills of NTC lindicating in what way this is an improvement over the earlier turnaround strategy approved by the Union Cabinet; and

(b) what are the names of the countries which have offered to send tenders and what is the stage of progress made in this matter so far?

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI G. VENKAT SWAMY): (a) The Turn Around Strategy for NTC envisaged, inter-alia, modernisatit)n of 55 mills, rationalisation of 79982 officers, staff and workers rendered surplus due to outright closure of 14